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ABSTRACT

Great Britain's New Deal is designed to provide unemployed individuals between the ages of 18 and 24 years with an array of counseling and guidance services called the Gateway. It will include access to independent career advice and a specialist assigned to help them overcome their particular barriers to employment. Key elements of the Gateway are as follows: early, intensive assistance to help job-ready unemployed young people into nonsubsidized jobs; additional training opportunities for individuals who are not ready for immediate employment (work with a voluntary sector organization, work with the Environmental Task Force, or full-time education and training); emphasis on placing clients into long-term employment; local community ownership and delivery of New Deal services in partnership with Great Britain's Employment Service (ES); and continued support for clients after they leave the New Deal. This document, which is designed to explain the New Deal's operational vision to ES employees, explains the following: the New Deal's aims, key elements, and delivery system; differences between the New Deal and existing services for disadvantaged youth; impacts of the New Deal on the ES; and the stages of the New Deal's operation. (MN)

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Operational Vision

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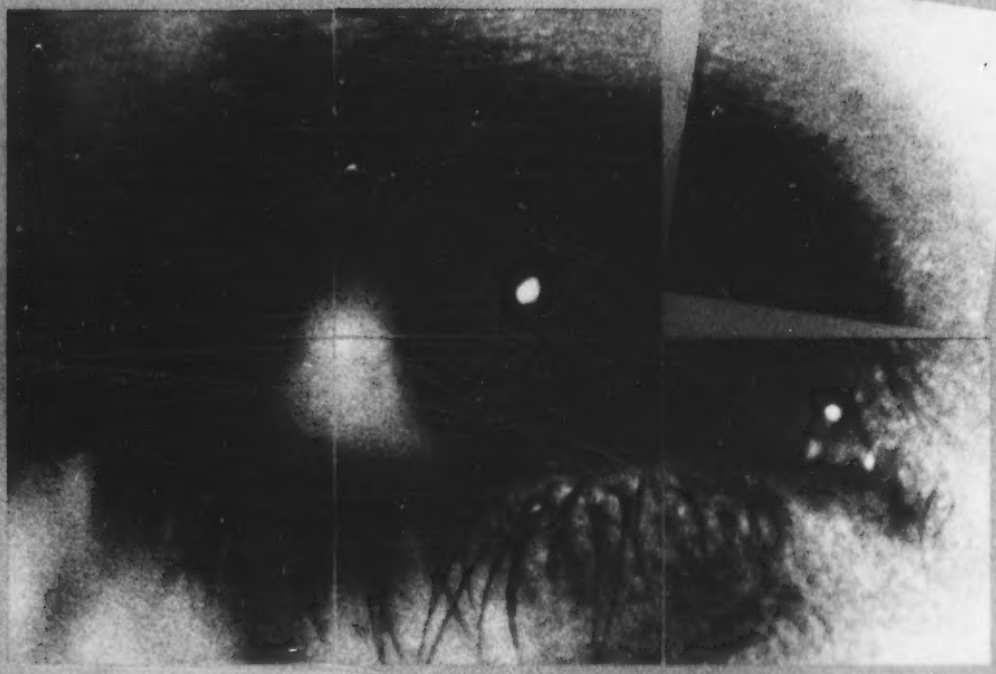

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Contents

	Page Nº
Foreword	
A New Deal for young people	1
The aim of New Deal	2
What are the key elements of New Deal?	3
What is different about New Deal?	4
How is New Deal going to be delivered?	5
What does this mean for the Employment Service?	7
How does New Deal work at each stage?	8
Conclusion	16

DEPARTMENT FOR EDUCATION AND EMPLOYMENT
The Rt Hon ANDREW SMITH MP
Minister for Employment, Welfare to Work
and Equal Opportunities

Dear Colleague

I am very pleased to have the opportunity to address you personally through this foreword to the New Deal Operational Vision.

First impressions count. The initial contact between young people starting New Deal and the Employment Service will be absolutely crucial in getting across that New Deal is different – with high quality help for each and every individual. The success of New Deal in changing the lives of the young unemployed for the better depends in large part on you.

As you will know, the Government has entrusted to the ES the vital role of co-ordinating the overall delivery of New Deal. Everything I have seen over the last few months convinces me that this was the right decision. I have been hugely impressed by the very hard work and real commitment to New Deal shown by people at all levels within the ES.

I would like to stress just how important New Deal is to everyone in Britain today. New Deal will provide new opportunities, a new start and new hope for young and longer-term unemployed people. It will tackle, in a fresh and determined way, the terrible damage that unemployment does to individuals and their communities. At the same time it will help us to build the stronger and more competitive economy which our country needs.

As this Operational Vision explains, New Deal is about all parts of the community – business and employer organisations, local authorities, TECs and careers service companies, voluntary and community organisations, other Government departments – working together to plan and deliver the many components needed to make New Deal a success. This will give you the chance to work with others in creative, flexible and innovative ways to make New Deal a success.

I am well aware that delivering such a major undertaking within the timescales we have set will be demanding; there remains much to be done. But I also know that you will respond, as always, with the enthusiasm, commitment and professionalism which are the hallmarks of the ES. I look forward to working with you to make our vision of New Deal for young people a reality.

Andrew Smith

ANDREW SMITH

A New Deal for young people

Purpose

1 This Operational Vision gives you a high level description of New Deal for 18–24-year-old unemployed young people. It provides:

- background information about New Deal;
- an overview of how New Deal will operate from the perspective of the Employment Service and of the jobseeker.

2 It is primarily intended as a guide for people in the ES, and for colleagues in the Benefits Agency and Scottish, Welsh and Government Offices. It can, however, be made freely available to any of our partner organisations, Members of Parliament or others with an interest in New Deal, including jobseekers themselves. For further detail on the scope and nature of both New Deal as a whole, the Gateway and individual options you should refer to the Design document published by the Department for Education and Employment, with the Scottish and Welsh Offices, on 9 October. Your Business Manager will have a copy.

> The New Deal for people aged 25 years and over, who have been unemployed for two years, is currently being developed and you will be notified of the details through other documents.

Scope

3 In this New Deal Operational Vision for young people we explain:

- the aims of New Deal and why it is being introduced;
- what New Deal is and why it is different from previous programmes;
- the importance of partnerships in delivering New Deal;
- what New Deal will mean for ways of working in the ES;
- how New Deal will work at each stage.

4 The Operational Vision does not:

- describe in detail the design, content and eligibility for New Deal. We will provide this separately in detailed planning and operational guidance;
- replace other Agency statements such as Charters and Customer Service Standards.

Why introduce New Deal?

5 Youth and long-term unemployment is among the most serious problems facing our society today. It is both highly damaging for the individual and destructive socially. There are many good reasons for tackling this problem through New Deal:

- it makes sense for the individual. We need to help people from becoming part of an underclass, detached from the world of work and from the communities around them;
- it makes sense for the economy. Economic growth needs a skilled and competent workforce to sustain it;
- it makes financial sense. Investing to help people become active and productive members of the workforce is vastly better than paying them benefits.

6 £3.5 billion is being made available to fund New Deal over the lifetime of the current Parliament. This represents a major, sustained commitment to help the most disadvantaged in our society. It will give them new opportunities, new hope and a new start.

The aim of New Deal

7 New Deal is one element of the Government's wider Welfare to Work strategy which includes new help for lone parents and people with disabilities; the creation of Employment Zones and a fundamental review of the relationship between the tax and benefits systems. Details of these other elements will be set out in due course in other documents. New Deal for young unemployed people is being introduced to help equip them to find work and keep jobs. It will:

- give them a greater chance to take control of their lives, recognising that work is the foundation for independence and a sense of self-worth;

- utilise their talents and energy and equip them with the skills to compete for future jobs;

- contribute to the regeneration of local communities, not just through the move from welfare to work and the provision of training, but directly through environmental and voluntary work by young people on New Deal;

- focus resources to help people move from welfare to work, and so assure those working and paying taxes that their contributions are being used creatively to tackle one of the biggest problems in society.

What are the key elements of New Deal?

8 For those aged 18–24 New Deal will start with a period of intensive help, advice, guidance and counselling known as the **Gateway**. During the Gateway, each young person will have a personal adviser, access to independent careers advice and other specialist help to overcome the particular barriers to employment which they are facing.

9 A key element of the Gateway is early and intensive assistance to help many people into non-subsidised jobs, particularly those who are 'job ready' (in other words readily able to take up an offer of work without the need for special help under the rest of New Deal). The Gateway will provide appropriate help for those who, with the necessary support, could quickly improve their immediate job prospects and then help them to find work. We expect some 40% of young people to find unsubsidised work during the Gateway.

10 Where the jobseeker needs more help to improve their employability and become job ready, their ES personal adviser or an adviser in one of our partner organisations will help them consider the opportunities available through the four New Deal options. The options are:

- **a job with an employer,** including at least one day a week, or equivalent, working towards an approved qualification. Employers will receive a subsidy of £60 per week for up to six months towards the cost of employing the young person;

- **work with a voluntary sector organisation.** This will provide work with training in the voluntary sector for up to six months. As with the employer option, this will include at least one day per week, or equivalent, working towards an approved qualification;

- **work with the Environment Task Force.** This will offer up to six months' work on tasks designed to improve the environment. Again, this will include at least one day per week, or equivalent, working for an approved qualification;

- **full-time education or training.** Primarily aimed at young people without NVQ/SNVQ2 or equivalent qualifications. The length of time on this option may be anything up to one year to enable people to complete their chosen programme of education or training.

11 Throughout the Gateway and options, New Deal will provide young people with more choices than ever before. The overriding aim is to secure their active and committed participation in selecting one of those choices which they believe to be in their own best interests. However, with rights come responsibilities. In the final analysis benefit sanctions will apply to those who, without good cause, refuse all reasonable offers and choose to do nothing. There is no 'fifth option' of a life on benefit.

Follow-through

12 It is a key feature of New Deal that young people will receive continued support throughout their time on these options and beyond. This will help people get the most from their chosen option and, as they come to the end of it, to keep or obtain jobs rather than slip back onto benefit. Help with jobsearch skills will be a significant feature of all the options.

13 For those who reach the end of their option without keeping or finding work, there will be Follow-through support, guidance and further training if needed.

What is different about New Deal?

14 Quality, continuity and an emphasis on employability are the hallmarks of New Deal which set it apart. By combining these, New Deal aims to offer improved long-term prospects – not some short-term fix – to those taking part. The new role of the ES personal adviser and the availability of mentoring will help us give participants the continuity and depth of support they need. So will the fact that New Deal will be delivered by a range of organisations working in partnership, all of whom will bring particular skills and experience. Quality will be designed in at every stage, while employability will be an essential feature of the training and education which will flow through all the opportunities available within New Deal.

15 New Deal for young people:

- will offer more choices and options than any previous programme;
- will be owned and driven by local communities working in partnership with the ES. It is not an ES programme, rather it aims to bring together local organisations to work in imaginative and creative ways to meet the needs of local people;
- will provide people with the additional time and resources needed to support them effectively in their search for work. Each person on New Deal will have their own ES personal adviser and access to independent careers advice, and other specialist help to overcome particular barriers to employment. Their personal adviser, or an adviser in one of our partner organisations, will help assess their situation, consider their options, plan a course of action and follow this through. Support will be available through and beyond the jobseeker's time on New Deal;
- will be high quality. People will have access to quality training and education tailored to their needs. All options will be monitored closely to make sure they meet the highest standards;
- will not simply repackage what is there already but will be built around an exciting new approach to assessing and meeting the needs of young people.

How is New Deal going to be delivered?

16 New Deal sets out to transform the approach to youth and long-term unemployment by providing high quality guidance, training and opportunities. To make a success of this requires bringing together partnerships at national, regional and district level. The ES is working closely with many partners who have the wide-ranging skills and experience necessary to ensure New Deal is delivered successfully.

17 At national level a Task Force, chaired by Sir Peter Davis, Group Chief Executive of the Prudential, and with members drawn from major employers, trade unions and the voluntary and environmental sectors, is helping to steer the strategic direction of New Deal and advising the Welfare to Work Cabinet Committee on various aspects of New Deal; not least on marketing and communications. The Task Force has an Advisory Group of experienced practitioners to assist it in considering detailed implementation issues. There are separate Task Forces for Scotland and Wales.

18 Discussions have already begun to encourage different interested partners to become involved in planning the local delivery of New Deal. There are three options for organising delivery:

- in some areas, the lead delivery partner will be the ES, in others it will be a private company or public agency. The partnership may choose to ask the ES to undertake the contracting for the Gateway services and New Deal options on its behalf;

- a second arrangement would be for partners to form a consortium to take forward the delivery of all or a large part of New Deal under contract to the ES. We would expect such consortia usually to include key strategic players like the Local Authority, the TEC/LEC, careers service and private and voluntary sector organisations; or

- a third option would be a consortium with which the ES would contract to take forward the delivery of specific elements of New Deal such as the Environment Task Force.

19 At regional and district levels – businesses, employer organisations, local authorities, careers service companies, voluntary and community groups, disability organisations, Training and Enterprise Councils, local enterprise companies, Government departments and agencies – are all working in partnership to deliver New Deal to meet local needs. This involves ES people in building effective working relationships with individuals within a wide range of partner organisations.

20 No single set of arrangements will be appropriate across the country. Different elements of New Deal will demand different delivery arrangements. Partnerships must be creative, imaginative and inspire enthusiasm. The success of New Deal will depend on whole communities pulling together – local people developing local solutions to local problems. This will benefit not only those individuals participating in New Deal, but the communities in which they live and work, and ultimately the wider economy and society.

21 The ES has been given the role of co-ordinating the implementation of New Deal and has held many consultation events at national, regional and local level to start the process. It is important that we build on this to harness the expertise and experience of all those who will need to be involved to deliver a high quality and effective programme.

What does this mean for the Employment Service?

22 The ES, working closely with the Government Offices in England, and the Scottish and Welsh Offices and Benefits Agency, is the lead agency in implementing the delivery of New Deal. The ES is already working closely with a wide range of employers and public/private sector organisations at national and district levels. This collaborative approach is fundamental to the delivery of New Deal.

23 For those involved in its delivery, New Deal means a significant change in the way the ES does business – in our relationships with the communities in which we operate; in our relationships with our partners and jobseekers; and in the nature of the work we do. It presents a real opportunity for us to build on good practice throughout the ES and to further develop a collaborative approach to working with key partners, which we will want also to pursue in our wider business. It also builds on the proposed set of the ES values on which we are consulting widely in the ES.

24 This partnership approach to New Deal gives our partners and ourselves the opportunity to move away from the delivery of centrally driven programmes, providing more scope for regions and districts to respond to local needs. It will open more opportunities for local collaboration; for tailoring our services to the specific needs of individuals and communities; and for working with and alongside many local organisations.

25 For ES personal advisers it means the opportunity to provide greater continuity of support to clients and a more co-ordinated and intensive approach to meeting their needs. New Deal will bring access to a greater range of help and support to tackle the social and educational barriers to employability and productive employment.

26 Delivery through partnerships means greater local discretion to be negotiated and managed. We will need to develop our skills in forging and sustaining partnerships. We must also further develop our skills in counselling, identifying the needs of individuals, and in accessing local support services.

27 But while New Deal is of vital importance we must not lose sight of the fact that there are other key services for which we are responsible. The ES must continue to deliver all our services and programmes effectively and professionally.

How does New Deal work at each stage?

28 Young people will enter New Deal when they reach six months unemployment. Those already unemployed for six months will enter at their next Restart interview.

29 The young person will have a first interview with their ES personal adviser at which they will be told about New Deal. At this initial contact we will give the young person an information pack telling them more about New Deal and make an appointment for them to see the adviser who will be their point of contact through the rest of the Gateway.

30 Some jobseekers can choose to enter New Deal at an earlier stage. These are people who:

- are within a special group and who make a claim to JSA, for example, people with a health problem or disability, lone parents, ex-offenders and people who lack basic skills;
- but for short breaks in JSA (amounting to not more than 28 days) would otherwise be unemployed for six months;
- are in the 'stock' of those unemployed for more than six months when New Deal begins. Although these young people will enter New Deal automatically on reaching their next Restart interview, those who ask to enter early will be allowed to do so.

31 In addition, the ES will be able to exercise discretion in favour of early access for those young people who, in the opinion of the ES personal adviser, are particularly disadvantaged in their search for work, for example, those facing problems related to homelessness and drug dependency. The ES is also liaising with the Home Office on how pre-release preparation of young prisoners likely to be eligible for New Deal can best link with Gateway support.

The Gateway

32 The Gateway will be delivered between the ES and its partners in whichever way has been agreed as part of the drawing up of district plans. Gateway will not necessarily be delivered by ES staff nor from Jobcentres. Partnerships may agree that for some or all young people it will better meet the aims of New Deal for it to be delivered by partner organisations in other locations where young people feel comfortable. If so, that will not represent any lack of confidence in the ES; simply an agreement between the partners about how all of our respective strengths are best deployed.

33 There will always be a key role for the ES personal adviser. He or she will in every case conduct the first Gateway interview. Depending on the decisions taken locally by each partnership they may also remain the adviser right throughout the Gateway for some or all young people. But even where they do not, they will remain the crucial point of contact between the ES and the young person concerned, and with the partner organisation whose adviser is undertaking the remainder of the Gateway. They will subsequently remain the key link between the ES and the young person throughout their time on an option and beyond.

34 The Gateway is a key stage of New Deal which may last up to four months. During the early stages, the emphasis will be on agreeing realistic job goals and steps to achieve them. These will be set out in a New Deal Action Plan which will be acted upon, reviewed and revised throughout. Agreeing job goals may be straightforward or involve a series of interviews and assessment work by the young person and their ES personal adviser or an adviser in one of our partner organisations.

35 Discussions will be 'jobseeker centred' in that they will be driven by the young person's needs and wishes. The Gateway adviser will be able to call on a range of elements to help the young person. These elements could include:

- an initial phase of intensive help to find unsubsidised jobs, for those who are readily able to take work without the special help provided by New Deal options;
- advice and guidance to diagnose the action needed to find work (such as training or education; motivation and confidence building; help with jobsearch skills);
- independent careers advice and guidance;
- for those who need it, help to prepare for a New Deal option, including discussions with providers, short basic skills courses, 'tasters' of options (a short spell in an option place to ensure that it is appropriate for the participant);
- for those most likely to benefit, access to the support of a mentoring service;
- for those with exceptional problems such as homelessness, drug dependency, debt; help from specialist agencies at the same time as the young person is preparing to find work or take a New Deal option; and
- drawing together the advice and activity agreed with their personal adviser into an action plan, which the participant will retain during New Deal and will be updated as necessary.

36 Having agreed a job goal, the young person will consider with their Gateway adviser whether they can fulfil it by moving directly into unsubsidised employment. This may be by applying to employers for advertised vacancies or through speculative approaches. The adviser will provide support, for example, by helping the young person improve their job search skills and prepare a CV. Other help such as Jobclub and Worktrials will be available.

37 In many cases, however, the young person will lack the necessary skills, or have other problems, which make it impossible to achieve their job goal immediately. Over a series of interviews the Gateway adviser will help them identify a New Deal option which meets their needs and aspirations. In doing so, the adviser will be from or have access to a network of partner organisations able to offer specialist help in a range of areas including:

- detailed diagnosis of basic skills needs and the options for meeting them; and
- support in overcoming wider problems, for example, debt, drug and alcohol dependency or housing problems.

38 Gateway advisers will in some cases be able to offer young people 'tasters' of the options available in order to help them make a final choice.

Referral to the options

39 Our planning assumptions are that referral to the Full-Time Education and Training option could occur at any point after the first month of the Gateway; to the subsidised Employment option at any point after the second month of the Gateway; and to the Environment Task Force and Voluntary Sector options after the third month of the Gateway.

40 There will, however, be flexibility within the planning assumptions in order to ensure a Gateway suited to individual needs; it is not the intention to hold up artificially, action which would help individual young people.

41 The ES and/or the other agencies involved in delivering the Gateway will help each young person to pursue a place in his or her preferred option. This does not, however, mean that a young person will necessarily obtain any place applied for. The commitment given means that each young person will be provided with the chance to pursue one or more places in one or more of the four New Deal options before reaching the stage at which he or she is required to take up a place notified in writing by the ES personal adviser.

42 The written notification stage will not be reached until the young person accepts, or has had the opportunity to pursue or accept, a place in one of the four options. This can take place either during the Gateway period, so that each young person accepting a place on an option will also receive written notification of the place they have accepted, or towards the end of the fourth month of the Gateway period, where the young person will be mandatorily referred to an option. All young people accepting, or being notified of, a place on an option will be notified in writing.

43 In cases where the notified place is not the one the young person would have preferred the ES personal adviser will emphasise the continuing support available to them from the ES and partner organisations, while they are taking part in their New Deal option. In circumstances where the young person has failed to start or complete the programme the ES personal adviser will seek an adjudication decision; a sanction will be imposed if the young person did not have good cause.

44 Young people who fail to start after a mandatory referral and who end their claim for JSA will be contacted by the ES personal adviser who will try to discover their reasons and offer further help. Young people who are serving sanctions will be contacted regularly and an offer of re-referral made.

Involvement in more than one option

45 Ordinarily, young people will be able to take part in only one option. However, the ES personal adviser will have the flexibility to agree, in exceptional cases as part of continuing support, that someone should be able to take part in more than one. This will be subject to a limit of no more than nine months in total on the options. For example, it may be appropriate for someone to spend three months in full-time education or training improving their basic skills and then six months in a subsidised job. Clearly, in such cases the ES personal adviser will want to agree the way forward both with partner organisations who are involved and with the young person concerned. But we expect that only a small minority of New Deal clients will take part in more than one option.

Support while on an option

46 Whilst on an option, young people will have continued support from their ES personal adviser. This will complement the encouragement and support given by employers and providers to help the young person progress towards sustainable employment.

47 The ES personal adviser will be there to help with any problems which arise, to assist with job search and to help the young person in pursuing their action plan. They will also contact the young person as they enter their last month on the option to discuss jobs and other opportunities available. The extent of Personal Adviser involvement will vary according to the needs of the individual.

48 For those young people who want and need additional support while on an option, employers/providers will be urged to provide them with a personal mentor. The mentor could be a tutor, supervisor, colleague or other individual connected with the option. The role of the mentor would be to ensure that the young person had someone from whom they could seek informal advice on any problem they were experiencing on the option.

Support after an option

49 In addition to the support that the young person will receive throughout their time on the New Deal option, the ES personal adviser will get in touch with them at the beginning of the final month on the option to discuss their next steps.

50 Some young people will reach the end of their options without having found a job and will need to renew their claims to JSA. The New Deal Follow-through strategy will provide continued intensive help and support for young people who make a new claim to JSA at any stage within three months of completing an option. These young people will again have an ES personal adviser, wherever possible the same adviser who helped them during the Gateway and option, who will, over a series of interviews, provide intensive help with jobsearch and advice on how best to build upon progress made while on the option. For most, this is likely to be identifying and securing a job. Others may need additional help and will have direct access to a range of existing programmes.

Employment option

51 This option will provide jobs with employers. Young people going into the option will become employees of the organisation providing the vacancies.

52 Employers will sign a simple agreement, covering commitments to training, quality and support for employees. The ES and its partner organisations will provide regular support and advice to employers during the six month subsidy period.

53 The option will feature:

- wage levels agreed between the employer and the employee, with normal conditions of employment being applied. The employer agreement will require that New Deal employee costs in wages at least as much as the employer receives in subsidy. It is expected that New Deal employees will receive the normal rate paid to comparable employees of the company;

- high quality training for New Deal employees – either on the job or day release – to enable them to work towards an approved qualification;

- a subsidy to the employer of £60 per week for six months for each employee recruited through New Deal plus £750 per employee towards the cost of training;

- all New Deal jobs are intended to last for at least six months – with most lasting well beyond this subsidy period or indefinitely. The ES will encourage as many employers as possible to offer permanent jobs;

- employers working closely with the ES, other partners and employees themselves to develop and maintain high quality standards; and

- employers will be able to offer part-time jobs under New Deal. To qualify for the full subsidy of £60 per week for 26 weeks a vacancy will need to offer an average of at least 30 hours' work a week, including the equivalent of one day a week's training. Vacancies offering an average of between 24 and 29 hours' work a week, including the equivalent of one full day's training a week, will be eligible for a subsidy of £40 per week for 26 weeks. Vacancies of less than 24 hours per week will only be eligible for a subsidy if they are filled by young people who are unable – due to disability or caring responsibilities – to work at least 24 hours a week.

54 Help for those who wish to take up self-employment is being developed, and will be introduced in 1998.

55 Those people who wish to pursue self-employment will be identified and given specialist help and support in doing so, by the ES and its partners, throughout their time on New Deal. During the Gateway, they will be given information and training focused on planning for and setting up a successful business. At the point when the participant is ready to begin trading, they will be given the freedom to do so, while continuing to receive financial and advisory support. The help in all stages will be provided under contract by expert organisations.

Voluntary Sector option

56 This option aims to improve young people's long-term employment prospects through a combination of high quality work with voluntary organisations and training towards an approved qualification. The work done must be of clear benefit to the individual participant but must also benefit the organisation providing the placement, their clients and the wider community.

57 The New Deal Voluntary Sector option should not be confused with traditional volunteering. New Deal will offer a structured programme to increase the employability of individual participants. Option providers will be able to take on New Deal participants as employees if they prefer and pay them a wage.

58 The aim will be to be able to offer a range of opportunities suitable for young people of different skill levels with a variety of different organisations. The range of opportunities available in a given area will necessarily reflect the provision which each local partnership makes available.

59 Participants will receive:

- the opportunity to meet a provider whilst on the Gateway, and in some cases to experience a 'taster' of the work involved, so that they can discuss exactly what is on offer;

- a period of induction to enable them to agree with the provider the best package of help in getting a job;

- a minimum of 30 hours participation per week over five days up to a maximum of 26 weeks on the option: this will include one day training each week (or equivalent) leading towards an approved qualification. Where the young person has restricted availability, the Jobseeker's Agreement will be taken into account;

- a New Deal Action Plan (including training) agreed with the participant, placement and training providers and the Gateway adviser;

- regular reviews of progress and performance involving the ES personal adviser, mentors and others as appropriate; and

- appropriate standards of supervision and help with jobsearch.

Environment Task Force option

60 The Environment Task Force similarly aims to improve long-term employment prospects through quality work and approved training. The work done will be of clear benefit to the individual participant and to the local, regional or national environment. Projects might deal with environmental protection, regeneration, energy, wildlife and water conservation, forest and park management and reclamation of derelict land.

61 Participants on an Environment Task Force will have access to:

- the opportunity to meet a provider whilst on the Gateway, and in some cases to experience a 'taster' of the work involved, so that they can discuss what is on offer;

- a period of induction so that they can agree with the provider the best package of help in getting a job;

- a minimum of 30 hours participation per week over five days on the option up to a maximum of 26 weeks: this will include one day training each week (or equivalent) leading towards an approved qualification. Where the young person has restricted availability, the Jobseeker's Agreement will be taken into account;

- a New Deal Action Plan (including training) agreed with the participant, placement and training providers and the Gateway adviser;

- regular reviews of progress and performance involving the ES personal adviser, mentors and others as appropriate; and

- appropriate standards of supervision and help with jobsearch.

Full-Time Education and Training

62 The option is intended primarily for those without NVQ2/SNVQ2, or equivalent qualification, by meeting the employability and occupational skills shortfall identified in the Gateway. In exceptional cases the option is also available to people who already have NVQ2/SNVQ2 qualifications where an alternative or higher level qualification would clearly improve their employability and is relevant to local skills needs.

63 The education and training will be available through a variety of local sources such as further education colleges and private training providers. All providers will have to meet stringent quality requirements.

64 This option offers:

- up to 52 weeks of full-time education and training;

- **either**, a course leading to a recognised qualification, including the accreditation of key skills where appropriate;

- **or** support for prevocational or basic skills leading to Word and Number power qualifications;

- training and support in jobsearch skills;

- training within a realistic work environment or a period of work experience, ideally with a prospective employer;

- a personal tutor who acts as the main contact and reviews progress regularly;
- a record of achievement; and
- access to the full range of the training or education provider's facilities.

Conclusion

65 New Deal offers real opportunities for everyone involved:

- **unemployed people** will be offered new hope and new responsibilities;
- **business** will get the opportunity to discover the benefits available from young and long-term unemployed people whose abilities have been overlooked;
- the **country** will put to use the skills of a lost generation of young and long-term unemployed people, cutting costs of social and economic failure; and
- the **Employment Service** and its people will work with partners in the private and public sectors to deliver a powerful and vital new programme.

Queries or comments?

If colleagues in the Employment Service have any questions about New Deal or about this Operational Vision, you should raise them with your Business Manager or through them your District Manager or Regional New Deal Co-ordinator. Where they are unable to answer your questions they will refer them to the New Deal Internal Communications Team, Level 2, Mayfield Court, 56 West Street, Sheffield S1 4PQ. Telephone 0114 259 6564.

Members of the public and external organisations who have questions about New Deal can contact their local Jobcentre or the New Deal Information Line on 0845 606 2626.

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